

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM

SA-51112A**2001 SERVICE ANNUAL SURVEY****Periodical Publishers****DUE
DATE** ➔

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

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T**RETURN COMPLETED FORM TO**

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These locations may publish magazines and other periodicals in print or electronic form. Also included are locations known as Internet publishers who produce or develop original, proprietary content and use the Internet as the primary means of distribution. The information may be updated on a continuous basis and the content may include multimedia offerings such as text, video, and audio. The content may be provided to users for free (e.g., advertising supported), on a subscription basis, or some combination.

Does the above coverage describe this firm's business activity?

0001

1 ☐ Yes — Continue with Item 32 ☐ No — Specify your business activity and continue with Item 3 ➔

0002

Item 2 NOT APPLICABLE TO THIS FORM**Item 3 REPORT PERIOD**

Mark (X) the one box which best describes the period covered by your report.

0006

1 ☐ Calendar year — Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year3 ☐ Less than 12 months } ➔**From****To****2001**



Month



Day


Year

0007

0008

Item 4A REVENUE		Key code	2001					
			Bil.	Mil.	Thou.	Dol.		
<p>Report all revenue before any items of cost or expenses are deducted, but after allowances for cash or other discounts, advertising agency commissions, newsstand and carrier commissions, etc.</p> <p>Exclude intracompany transfers.</p> <p>Enter "0" in items where applicable.</p> <p>Do Not combine data for two or more detail lines.</p> <p>Print periodicals – Report revenue from periodicals published in print form.</p> <p>Internet periodicals – Report revenue from periodicals published on the Internet.</p> <p>Other media periodicals – Report revenue from periodicals published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.</p> <p>Line 4 – Contract printing services – Report revenue from printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars.</p> <p>Line 5 – Distribution of flyers, inserts, samples, etc. – Report revenue from distributing publications and other products for others. Examples include flyers, magazines, books, newsletters, calendars and products samples.</p> <p>Line 7 – Sale or licensing of rights to content – Report revenue from selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Outright sale of rights in perpetuity is excluded.</p> <p>Line 9 – Publishing services for others – Report revenue from publishing of periodicals, books, periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control. Vanity book publishing is included as well as technical services related to publishing such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution services provided in combination with activities listed above are included. Exclude graphic design services.</p>		<p>An estimate is acceptable if a book figure is not available.</p> <p>1. Periodicals – Print</p> <p>a. Subscriptions and sales</p> <p>b. Advertising</p> <p>2. Periodicals – Internet</p> <p>a. Subscriptions and sales</p> <p>b. Advertising</p> <p>3. Periodicals – Other media (exclude print and Internet)</p> <p>a. Subscriptions and sales</p> <p>b. Advertising</p> <p>4. Contract printing services</p> <p>5. Distribution of flyers, inserts, samples, etc.</p> <p>6. Graphic design services</p> <p>7. Sale or licensing of rights to content</p> <p>8. Rental or sale of mailing lists</p> <p>9. Publishing services for others</p> <p>10. Other services revenue – Specify </p> <p>11. TOTAL REVENUE </p>		<p>600</p> <p>602</p> <p>601</p> <p>603</p> <p>1217</p> <p>1216</p> <p>604</p> <p>1152</p> <p>1161</p> <p>639</p> <p>1231</p> <p>1224</p> <p>749</p> <p>002</p>				

Item 4B E-COMMERCE RECEIPTS/REVENUE				Key code	2001			
					Bil.	Mil.	Thou.	Dol.
<p>Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instructions sheet for further clarification before completing this item.</p> <p>An estimate is acceptable if a book figure is not available.</p> <p>1. Did your firm have e-commerce receipts/revenue during 2001?</p> <p><input type="checkbox"/> 0011 1 <input type="checkbox"/> Yes — Enter the date your firm began e-commerce sales.  <input type="text" value="0010"/></p> <p><input type="checkbox"/> 2 <input type="checkbox"/> No — Continue to Item 4C.</p> <p>2. What was your firm's e-commerce receipts/revenue for 2001? (Include e-commerce receipts/revenue in Item 4A. Exclude sales taxes.) </p>		<p>Month (i.e., June=06) Year (i.e., 2001=01)</p>		005				

Item 4C EXPORTS		Key code	2001			
			Bil.	Mil.	Thou.	Dol.
<p>An estimate is acceptable if a book figure is not available.</p> <p>Note — An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include revenue from single copy and subscription sales, and advertising sales to customers or clients located outside the United States. Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). Exclude products provided to domestic subsidiaries of foreign firms.</p> <p>Did the total revenue reported in Item 4A include any amounts received for exported services or products? </p> <p><input type="checkbox"/> 0009 1 <input type="checkbox"/> Yes <input type="checkbox"/> 2 <input type="checkbox"/> No</p>		004				

Item 4D PERCENTAGE BREAKDOWN OF REVENUE

An estimate is acceptable if a book figure is not available.

Line 1a – General interest periodicals – Periodicals covering multiple topics of general interest intended to appeal to a broad audience. Examples include general news, business news, personal finance, general interest (including articles, pictures, etc.).

Line 1b – Special interest periodicals – Periodicals aimed at professional audiences interested in keeping up-to-date with new research and developments in their professions or field of interest. Subjects include trade journals, law reports, taxation and accountancy, as well as research by the academic community.

	Key code	Percentage of total revenue for 2001
1. What was the percentage of total revenue by type of periodical for 2001?		
a. General interest periodicals	1120	%
b. Special interest periodicals	1122	%
TOTAL		100 %

Item 4E SALES TAXES AND OTHER TAXES

Were sales taxes or other taxes (i.e. amusement, occupancy, use, etc.) collected from customers and forwarded directly to taxing authorities?

- 0077 1 ☐ Yes – Report the amount of such taxes →
 2 ☐ No – Continue to item 4F.

Key code	2001			
	Bil.	Mil.	Thou.	Dol.
007				

Item 4F PURCHASED PRINTING EXPENSES

An estimate is acceptable if a book figure is not available.

Report cost of purchased printing →

Key code	2001			
	Bil.	Mil.	Thou.	Dol.
620				

Item 4G INVENTORIES AT END OF YEAR (DECEMBER 31, 2001)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

Key code	End of 2001			
	Bil.	Mil.	Thou.	Dol.
a. Finished goods and work-in-process	621			
b. Materials, supplies, fuel, etc.	622			
c. TOTAL inventories	623			

<PLEASE CONTINUE TO ITEM 5>

Item 5		NUMBER OF LOCATIONS				2001 Number	
Enter the total number of service locations covered by this report as of December 31, 2001. →						0012	
Item 6		OWNERSHIP OR CONTROL					
a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company? <div style="border: 1px solid black; padding: 2px; display: inline-block;">0013</div> 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No		0014 Name of owning or controlling company					
		Number and street					
		City, State, and ZIP Code					
		<div style="border: 1px solid black; padding: 2px; display: inline-block;">0015</div> EIN → <div style="border: 1px solid black; width: 100px; height: 1.2em; margin-left: 5px;"></div>					
b. Did this firm acquire or merge with another company during 2001? <div style="border: 1px solid black; padding: 2px; display: inline-block;">0016</div> 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No		0017 Name of company acquired or merged with					
		Number and street					
		City, State, and ZIP Code					
		<div style="border: 1px solid black; padding: 2px; display: inline-block;">0018</div> Date of merger or acquisition → <div style="border: 1px solid black; width: 100px; height: 1.2em; margin-left: 5px;"></div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-left: 10px;">0019</div> EIN → <div style="border: 1px solid black; width: 100px; height: 1.2em; margin-left: 5px;"></div>					
Item 7		REMARKS – Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.					
0027							
Public reporting burden for this collection of information is estimated to average 1.0 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.							
Item 8		CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.					
0020 Name of person completing this report – <i>Please print</i>		0021 Address (Number and street, city, State, ZIP Code)		0022 Telephone			
Signature of authorized person				Area code		Number	
				Extension			
				0023 Fax		Area code	
				Number		Extension	
0024 Title		0025 Date		0026 E-mail address			
Please return the completed form in the enclosed envelope. If you prefer, you may fax the completed form to 1-800-447-4613.							

SERVICE ANNUAL SURVEY INFORMATION SECTOR GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE,
ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more revenue lines.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Contributions, gift, grants, and income from interest, rental of real estate, and dividends **except** for public broadcast stations and libraries.

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.

Expenses *(For Libraries and Archives only)*

Report costs incurred during the survey year specified even though payments may have been made at a later date.

Include –

- Payroll and employee benefits.
- Interest and rent expenses.
- Supplies used for operating your business, cost of merchandise sold, and other expenses allocated to operations during the year.
- Contracted or purchased services.
- Fees paid to other organizations for fundraising.
- Depreciation expenses.
- Expenses of locations providing support services (e.g., repair services, administrative services, etc.) for your service establishments.

Exclude –

- Sales and other taxes collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Outlays for the purchase of real estate (land and building); for construction; for additions, major alterations, and improvements to existing facilities; and all other capital expenditures.
- Funds invested.
- Income taxes.
- Assessments (dues) paid to the parent or other chapters of the same organization.
- **For firms engaged in raising funds** – Funds which are transferred to charities or other organizations.